

***ENTER THE AGE  
OF SYNERGY SOFTWARE.***

**9000769**



## ***THE MOST SIGNIFICANT DEVELOPMENT IN PERSONAL COMPUTER PRODUCTIVITY SINCE THE ELECTRONIC SPREADSHEET.***

Introducing 1-2-3™—a breakthrough software program that is truly greater than the sum of its parts. It introduces synergy to the personal computer by combining the unmatched power of spreadsheet, graphics and information management in one single product with instantaneous response to your command.

1-2-3 sounds revolutionary and it is. Each product function can be used in a stand-alone application. But it's the way the three functions operate together that opens up a whole new kind of microcomputer productivity. Amazing as it sounds, 1-2-3 allows you to go from spreadsheet to graphics to information management instantly. Without changing disks. Or re-entering data.

But for all its power, 1-2-3 is remarkably easy to use. Special operating instructions are right on the disk. 1-2-3 will walk you through the learning process—including sample problems—and put you in complete control of your personal computer in an hour or two. Even if you've never sat in front of a computer before.

1-2-3 is more than a spreadsheet. More than a graphics program. More than an information manager. It's all of them in one. It introduces a new age in computer productivity—the age of synergy software.

## **1-2-3 SYNERGY SOFTWARE: THE FIRST PACKAGE THAT LETS YOU MOVE INFORMATION FROM DATA FILES TO SPREADSHEET ANALYSIS TO GRAPHIC DISPLAY. IN SECONDS.**

Information management. The electronic spreadsheet. And business graphics. Without a doubt, these three functions have more impact on the decision-making process than any other function available on a personal computer.

Now, for the first time, you can have all three consolidated into a single, fast, easy-to-use software package. Three functions that work together in one program, optimizing your IBM personal computer and making you more productive than ever before possible.

Imagine, for instance, that you're working a spreadsheet of financial projections and you'd like to get a clearer picture—a graph—of quarterly sales for the last 5 years. With individual software, you'd need to go through a tedious, time-consuming series of steps. You'd need to change your spreadsheet disk for your graphics disk. Then re-enter all the data. Then program the computer to draw your graph. And if you decided to change just a single number, you'd have to reverse the process and start all over again.

But with 1-2-3 Synergy Software, you can go from one format to another just by pressing a few keys. So you can change your spreadsheet data directly into graph form. In less than a second. Take data from your information file and plug it directly into your spreadsheet. In less than a second.

The remarkable flexibility, speed and usability of 1-2-3 ushers in a new age of synergy software. An age that will fulfill the promise of the microcomputer revolution: increased productivity.



## 1-2-3's SPREADSHEET IS NOT ONLY THE MOST COMPREHENSIVE, BUT THE SIMPLEST, TOO.

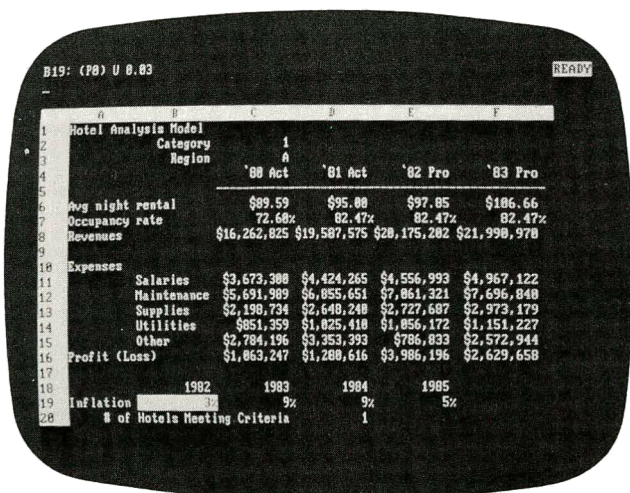
Other spreadsheets pale in comparison to 1-2-3's. For starters, it gives you 256 columns and 2048 rows to work with. More than 32 times what others give you. And 1-2-3 can also utilize twice the memory of other software. So you can tackle much larger, much more complex jobs.

1-2-3 Synergy Software also gives you functions you won't find on less sophisticated packages. Like present, net present and future values. Variance and standard deviation. Internal rate of return. Every financial and statistical function you're ever likely to need.

But one thing that really sets 1-2-3 apart is its simplicity. You set up rows and columns just the way you want, varying sizes to fit your needs. Without limiting yourself in any way. You enter your formulas in plain English—a big advantage over other software packages. So instead of using obscure reference symbols, you use meaningful words to construct your relationship.

1-2-3 even gives you special keys that let you substitute a single keystroke for a long sequence. Which saves you a lot of time when you use the same sequences over and over again.

If 1-2-3 were nothing but a spreadsheet, it would be the best package you could buy. But there's more.



B19: (P8) U 0.03 READY

|    | A                            | B            | C            | D            | E            | F |
|----|------------------------------|--------------|--------------|--------------|--------------|---|
| 1  | Hotel Analysis Model         |              |              |              |              |   |
| 2  | Category                     | 1            |              |              |              |   |
| 3  | Region                       | A            |              |              |              |   |
| 4  |                              | '88 Act      | '81 Act      | '82 Pro      | '83 Pro      |   |
| 5  |                              |              |              |              |              |   |
| 6  | Avg night rental             | \$89.59      | \$95.00      | \$97.85      | \$186.66     |   |
| 7  | Occupancy rate               | 72.68%       | 82.47%       | 82.47%       | 82.47%       |   |
| 8  | Revenues                     | \$16,262,825 | \$19,587,575 | \$20,175,282 | \$21,990,978 |   |
| 9  |                              |              |              |              |              |   |
| 10 | Expenses                     |              |              |              |              |   |
| 11 | Salaries                     | \$3,673,308  | \$4,424,265  | \$4,556,993  | \$4,967,122  |   |
| 12 | Maintenance                  | \$5,691,989  | \$6,855,651  | \$7,861,321  | \$7,696,848  |   |
| 13 | Supplies                     | \$2,198,734  | \$2,648,248  | \$2,727,687  | \$2,973,179  |   |
| 14 | Utilities                    | \$851,359    | \$1,025,418  | \$1,056,172  | \$1,151,227  |   |
| 15 | Other                        | \$2,784,196  | \$3,353,393  | \$786,833    | \$2,572,944  |   |
| 16 | Profit (Loss)                | \$1,063,247  | \$1,288,616  | \$3,986,196  | \$2,629,658  |   |
| 17 |                              |              |              |              |              |   |
| 18 |                              | 1982         | 1983         | 1984         | 1985         |   |
| 19 | Inflation                    | 3%           | 9%           | 9%           | 5%           |   |
| 20 | % of Hotels Meeting Criteria |              |              | 1            |              |   |

1-2-3's electronic spreadsheet lets you arrange your information in a highly useful, and familiar format. Once you define relationships (i.e.  $\text{PROFITS} = \text{SALES} - \text{COSTS}$ ), you simply enter figures and the spreadsheet makes all the calculations.

## 1-2-3 TURNS SPREADSHEET DATA INTO GRAPHS. INSTANTLY.

As helpful as a spreadsheet is in the decision making process, there are times when a graphic picture can do a better job of clarifying the information you're evaluating. 1-2-3 Synergy Software's graphic capabilities open up a whole new application area. For the first time ever, you can use graphs as a thinking tool to evaluate variables instantly. Once a spreadsheet variable has been changed, one keystroke draws a graph on the screen that fully displays the new results instantaneously. All without changing disks or waiting for slow software. The whole process—from data entry to graphics—takes less than a second.

And 1-2-3 can produce any kind of graphic configuration you're likely to need. Bar chart, stacked bar chart, line or symbol graph, XY graph or pie chart.

Another special feature is 1-2-3's ability to produce presentation quality graphics on a variety of plotters and dot matrix printers.

B19: (P0) U 0.12

READY

|    | A                            | B        | C            | D            | E            | F            |
|----|------------------------------|----------|--------------|--------------|--------------|--------------|
| 1  | Hotel Analysis Model         |          |              |              |              |              |
| 2  |                              | Category | 1            |              |              |              |
| 3  |                              | Region   | A            |              |              |              |
| 4  |                              |          | '80 Act      | '81 Act      | '82 Pro      | '83 Pro      |
| 5  |                              |          |              |              |              |              |
| 6  | Avg night rental             |          | \$89.59      | \$95.00      | \$106.40     | \$115.98     |
| 7  | Occupancy rate               |          | 72.60%       | 82.47%       | 82.47%       | 82.47%       |
| 8  | Revenues                     |          | \$16,262,825 | \$19,587,575 | \$21,938,884 | \$23,912,512 |
| 9  |                              |          |              |              |              |              |
| 10 | Expenses                     |          |              |              |              |              |
| 11 | Salaries                     |          | \$3,673,300  | \$4,424,265  | \$4,955,177  | \$5,401,143  |
| 12 | Maintenance                  |          | \$5,691,989  | \$6,855,651  | \$7,678,329  | \$8,369,379  |
| 13 | Supplies                     |          | \$2,198,734  | \$2,648,248  | \$2,966,029  | \$3,232,972  |
| 14 | Utilities                    |          | \$851,359    | \$1,025,410  | \$1,140,459  | \$1,251,020  |
| 15 | Other                        |          | \$2,784,196  | \$3,353,393  | \$3,422,341  | \$2,797,764  |
| 16 | Profit (Loss)                |          | \$1,063,247  | \$1,280,616  | \$1,767,749  | \$2,859,434  |
| 17 |                              |          |              |              |              |              |
| 18 |                              | 1982     | 1983         | 1984         | 1985         |              |
| 19 | Inflation                    | 12%      | 9%           | 9%           | 5%           |              |
| 20 | # of Hotels Meeting Criteria |          |              | 1            |              |              |

The spreadsheet is particularly useful when you want to make a number of projections based on varying conditions. Change one number and the spreadsheet automatically recalculates all affected figures.

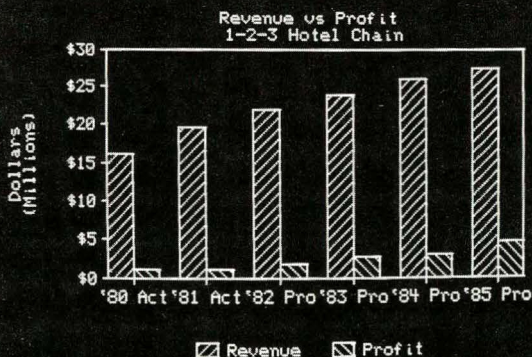
## **INFORMATION MANAGEMENT IN THE SAME PACKAGE.**

When you're making important decisions, the organization and accessibility of the information you're using is critical. 1-2-3 Synergy Software has an information management capability that allows you to accumulate information on a limitless variety of topics and extract that information, or individual pieces of it, instantly as variables for spreadsheet analysis.

For instance, 1-2-3 can sort and extract a sales report that's compiled alphabetically and rearrange it numerically, by salary, commission, territory—any way you want it. In less than a second.

1-2-3's text editing capability enables you to manipulate and present your information in written form with speed and clarity.

In addition, 1-2-3 can share information with a wide range of other popular programs. And can read and write normal text files so that it can use information gathered directly from other computer systems.



Sometimes it's difficult to visualize a situation from raw numbers. With 1-2-3, you simply press a key and you've got a graph of your spreadsheet data. Instantly.



# THE COMPUTER PROGRAM THAT ELIMINATES THE NEED TO KNOW ANYTHING ABOUT COMPUTER PROGRAMS.

Despite all its powerful functions, 1-2-3 Synergy Software is so easy to use, you won't find a simpler software program anywhere.

1-2-3 is unique in that its entire training program is incorporated right on the disk, so you learn by doing—not reading. The training program walks you through a series of on-screen instructions and practice problems that put you in full command of your personal computer in just an hour or two. Even if you've never sat down in front of a computer before.

And actual operation of 1-2-3 is simplicity itself. Instead of having to write cryptic coded instructions, you simply choose your task from a "menu" offered on the screen. Do you want to work on a spreadsheet? Draw a graph? Change a number? 1-2-3 gives you clear, simple choices every step of the way. Just take your pick and press a key.

We've even included a special HELP! key for those times you can't remember what to do next. Whenever you have a question—no matter what you're working on—just press the HELP! key and you'll get instructions that put you back on course. And on top of all that, we give you a simple, illustrated user's manual that's fully cross referenced for easy-to-understand, in-depth assistance at any point.

A21: 'Hotel

READY

|    | A         | B        | C      | D        | E            | F      |
|----|-----------|----------|--------|----------|--------------|--------|
| 21 | Hotel     | # of rms | Region | Category | Rev88        | Occ88  |
| 22 | Las Vegas | 850      | E      | 1        | \$23,744,922 | 81.42% |
| 23 | Detroit   | 685      | A      | 1        | \$16,262,825 | 72.68% |
| 24 | Chicago   | 710      | C      | 1        | \$12,760,650 | 79.42% |
| 25 | Miami     | 632      | B      | 2        | \$12,696,880 | 67.12% |
| 26 | Montreal  | 690      | D      | 1        | \$12,536,892 | 77.78% |
| 27 | New York  | 612      | A      | 2        | \$12,091,649 | 76.24% |
| 28 | Wash, DC  | 510      | A      | 2        | \$10,276,580 | 89.04% |
| 29 | LA        | 529      | E      | 2        | \$9,729,851  | 79.98% |
| 30 | Dallas    | 450      | D      | 3        | \$9,550,000  | 80.82% |
| 31 | Boston    | 453      | A      | 3        | \$7,954,839  | 74.59% |
| 32 | SF        | 385      | E      | 4        | \$7,630,400  | 87.67% |
| 33 | Houston   | 400      | D      | 3        | \$7,524,928  | 81.50% |
| 34 | Atlanta   | 420      | B      | 3        | \$7,340,819  | 81.25% |
| 35 | Phila     | 350      | A      | 4        | \$7,182,000  | 78.88% |
| 36 | Denver    | 395      | C      | 4        | \$6,400,875  | 75.34% |
| 37 | St. Louis | 375      | C      | 4        | \$6,161,250  | 72.60% |
| 38 | Portland  | 319      | E      | 4        | \$5,034,510  | 80.82% |
| 39 | Seattle   | 290      | E      | 5        | \$5,304,100  | 80.82% |
| 40 | Tulsa     | 300      | D      | 4        | \$4,501,200  | 66.38% |

1-2-3 has storage for up to 2000 records with as many as 256 fields for each record, which means you can store information and recall any or all of it at anytime.



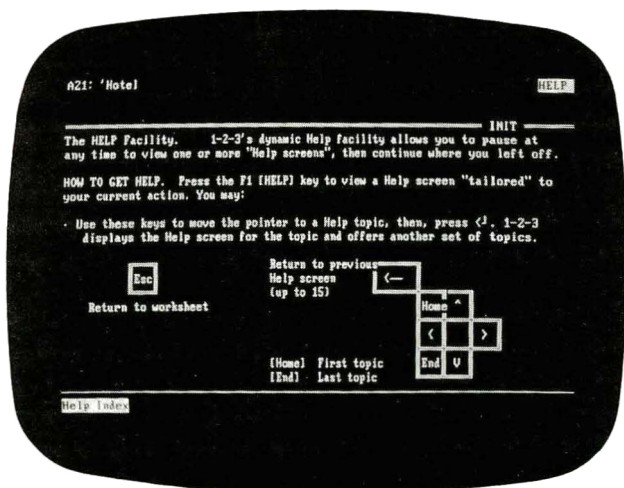
# 1-2-3 SOFTWARE. GREATER THAN THE SUM OF ITS PARTS.

You could buy separate programs for an electronic worksheet, business graphics and information management. But you still wouldn't get the power of 1-2-3 Synergy Software. Because only 1-2-3 combines all three formats in an all-in-one program. Only 1-2-3 allows you to go from spreadsheet to graphics to information management instantaneously.

And just imagine what you could do with broad capabilities like that. Everything from manufacturing and production to engineering analysis to list processing to laboratory research. The possibilities are endless. Best of all, as you become more familiar with 1-2-3, you'll find new ways to use it. So you'll become even more productive as time goes by.

Each package contains the 1-2-3 program (with back-up), on-disk tutorial, comprehensive user manual, quick reference card and function key template.

But you'll never really appreciate what 1-2-3 can do for your business until you've actually seen it work. And we've made that simple, too. Just see your computer retailer for an amazing demonstration.



As easy as 1-2-3 is to use, help is always just a keystroke away. If you can't remember what to do next, just press the H E L P! key.

1-2-3 provides over 200 informative illustrated screens that will put you back on course fast.



# Feature Listing

## The Spreadsheet

### Functions

#### Date

@TODAY, @DATE,  
@DAY, @MONTH,  
@YEAR

#### Financial

@NPV, @FV, @PV,  
@IRR, @PMT

#### Statistical

@COUNT, @SUM,  
@AVG, @MIN, @MAX,  
@STD, @VAR

#### Mathematical

@ABS, @ACOS,  
@ASIN, @ATAN,  
@ATAN2, @COS,  
@EXP, @INT, @LN,  
@LOG, @MOD, @PI,  
@RAND, @SQRT, @TAN

#### Logical

@FALSE, @TRUE,  
@IF, @ISNA,  
@ISERR, #AND#,  
#OR#, #NOT#, <,  
>, =, >=, <=, <>,

#### Special

@NA, @ERR,  
@CHOOSE,  
@HLOOKUP, @VLOOKUP

### Formatting

#### Screen

Currency  
\$, commas, var  
dec places

#### Date

d-m-y, m-y, d-m

#### Percentage (%)

#### Var Col Width

#### Text

left, center,  
right, long  
labels

#### Windows

#### Titles

#### Protected Cells

#### Printout

#### Headers

#### Footers

#### Borders

#### Margins

#### Printer Setup

#### Page Length

#### Page #

#### Page Breaks

#### Single sheet

#### Continuous feed

#### Print to file

#### Print formulas

## Information Management

### General

Up to 2000 records  
Up to 256 fields  
Multiple data bases

### Functions

#### Sorting

Primary key  
Secondary key

#### Query

Find  
Extract  
Unique  
Delete

#### Histograms

#### 'What-if' Tables

One variable  
Two variable

#### Data Fill

#### Criteria

Up to 32 criteria  
And  
Or  
Boolean

#### Data Statistics

@DCOUNT, @DSUM,  
@DAVG, @DMIN,  
@DMAX, @DSTD, @DVAR

Graphics

- Functions
  - Types
    - Bar
    - Stack Bar
    - Pie
    - Line
    - Scatter
    - XY
  - Color
  - Black & White
  - 6 Indep series
  - Manual scaling
  - Auto scaling
  - Legends
  - Data labels
  - Titles
    - 2 Graph titles
    - X Axis
    - Y Axis
  - Symbols
  - Grids

- Printout
  - Fonts
    - Roman
    - Block
    - Gothic
    - Italic
  - Size
    - Full page
    - 1/2 page
    - User defined
  - Flexible orientation
    - Rotation
    - Location on page
  - Queued printing
  - Devices
    - Plotters
    - Dot matrix
  - Presentation quality

Plus

- Justification of text.
- Storage
  - Read/write text files
  - Extract part of model
  - Model consolidation
    - Copy
    - Add
    - Subtract
    - Whole or part
  - Prompted retrieve/save
- Macros
- User definable menus
- Named
  - Cells
  - Ranges
  - Blocks
  - Graphs
  - Macros
- 440K worksheet
- Forms generation
- Utilities
  - Visicalc converter
  - dBase II converter
  - DIF converter
- Hard-disk compatible
- On-line tutorial
- Help screens
  - Over 200 screens
  - Cross-referenced
- Complete reference manual
- Customized
  - Uses all function keys

- System Requirements:
- IBM Personal Computer
    - with a minimum of 128K memory, 2 double-sided disk drives
    - supports —
      - monochrome only (no screen graphics)
      - colorboard only
      - monochrome and colorboard
  - COMPAQ Portable Computer
  - Printers and Plotters
    - HP7470A Plotter
    - EPSON MX80 and MX100
  - Printers
    - IDS Prism Color Printer
    - IDS 560 and 460 Printers

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LOTUS